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ABSTRACT

This study: (1) identifies the library-related needs and interests of the residents of the Wisconsin Veterans Home (WVH), (2) searches for clues on activating a program of library service, and (3) explores the feasibility of establishing the WVH as a community library for King, Wisconsin. The needs assessment recounts procedures and presents the findings of oral interviews with residents, a survey of staff by questionnaire, and a spot-check of library users. Information on the reading interests of the residents is presented to assist in the planning of a more active library program. Questions on the feasibility of establishing the WVH library as a community library are confined to the staff, 81 percent of whom thought it was a good idea while 19 percent thought it was not. The study indicates the need for a follow-up inquiry on the information needs of residents and the relating of the findings to an assessment of the library's holdings. Further exploration of facts and issues related to expanding the WVH library for community use is recommended. Appendices include specific data gathered during the study. (FM)

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REPORT TO THE WISCONSIN VETERANS HOME (KING, WISCONSIN)

Study of Residents' Reading and Media Interests as a Basis for the Developing Program of Library Service

December, 1978

Prepared by a group of students in "Reading Interests of Adults"
University of Wisconsin-Madison, Library School
under the guidance of Prof. Margaret E. Monroe

Contents:
Overview of the Study and Major Findings - Margaret E. Monroe
Assessment of Information and Library Service Needs -
Ann Barnett, Michael Du Charme, Marianne Esser,
Lloyd Lorenz, Kathryn Sander, James Wroblewski
Appendices

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Overview of the Study and Major Findings

At the invitation of the staff of the Wisconsin Veterans Home in King, Wisconsin, and with the active cooperation of Commandant Barden, of William Howard, Recreation Coordinator, and of Mrs. Anita Romon, Librarian, as well as the support of Ms. Judi Ross, Consultant, Wisconsin Division for Library Services, the design and conducting of this study of "Residents' Reading and Media Interests" was undertaken as a class project at the University of Wisconsin-Madison Library School in the fall of 1978.

The goals of the Study were established by the staff of the Veterans Home as: (1) identification of the library-related needs and interests of residents;

(2) search for clues on activating the program of library service;

(3) exploration of the feasibility of establishing the Wisconsin Veterans Home (WVH) Library as a community library for King, Wis.

Findings will be reviewed under these three headings.

The students' report, "Assessment of Information and Library Service Needs," recounts procedures and presents the findings of the oral interviews with 66% of a random sample (40 interviews from a sample of 60) of residents, a solid basis for responding to the goals of the inquiry. The survey of staff by questionnaire placed in mailboxes drew approximately 26% response (133 responses from approximately 500 employees) and represent, of course, the most interested staff members. A spot-check of library users during the week concluding November 10, 1978, provided thirty responses (about 6% of the 637 residents used the library facility that week).

Identification of Library-Related Needs and Interests of Residents

Of the random sample of 60 persons, only 40 were available, physically able, or psychologically ready to respond to the oral interview. More men than women failed to respond to the interview, so that while men predominate 71% to 29% women in the WVH, our 40 respondents showed men 55% and women 45%. Men's interests, then, may be considerably under-represented in this study.

The use of media by the respondents shows the following pattern:

Percentage NOT USING particular media:

	Random Sample Residents	Self-Selected Sample Staff WVH
Television	20%	13%
Newspapers	35%	18%
Radio	45%	20%
Magazines	53%	21%
Books	60%	44%

Percentage making DAILY USE of particular media:

	Random Sample Residents	Self-Selected Sample Staff WVH
Television	45%	81%
Newspapers	43%	82%
Radio	20%	80%
Magazines	20%	83%
Books (regular use)	15%	56%

	Total Random Sample n=40	Random Sample Those who Read n=16	Self-selected Sample Staff WVH n=133
Sources of Book Materials			
Library (WVH)	16%	50%	38%
Book carts	2%	6%	---
Purchase	10%	31%	89%
Borrow from others	6%	19%	65%
Other	22%	69%	22%
Library as Source of Materials			
Would like to use or use it more	25%		
Do not wish to use library	63%		
No response	12%		

	% Random Sample n=40	% Random Sample Book Users n=16	% Library User Spotcheck n=30
Type of Books Preferred			
NON-FICTION			
Religious & Spiritual	16%	54%	20%
History	10%	33%	30%
Biography	7%	25%	23%
Crafts	6%	21%	27%
Sports	3%	8%	---
FICTION			
Romance	9%	29%	40%
Westerns	6%	21%	17%
Mysteries	5%	17%	30%
Science Fiction	1%	3%	4%
OTHER	17%	58%	27%
Overall FICTION/NON-FICTION Preferences			
Fiction	21%	---	46%
Non-fiction	41%	---	57%

In summary, only half (50%) of those who read books report relying on the Wisconsin Veterans Home for materials, while 31% purchase reading materials and 19% borrow from others. The staff of WVH shows an even greater reliance on purchase (89%) and friends (65%) rather than the WVH library (38%). For a number of those interviewed, it came as news that they (staff or residents) could use the library. On the other hand, 63% of residents indicated no interest in using the library. It seems realistic to suppose that 25% of the residents and possibly 25% of the staff might be encouraged to use the WVH library on a regular basis. In order to achieve this level of use, however, the library's collection must be analyzed and supplemented in terms of the reading interests reflected in this survey.

Activating the Program of Library Service

A comparison of reading preferences of the "Library User Spotcheck" with the "Book Readers in Random Sample" (see "Types of Books Preferred") shows some interesting differences which may suggest directions of growth for the WVH Library. For example, while 54% of the Random Sample Book Readers read books of a religious or spiritual nature, only 20% of the Library User Spotcheck do so; the reasons for the differences should be explored. Perhaps such reading is best done from materials borrowed from friends or magazines subscribed to; or perhaps the library's collection needs reinforcement in this area. It is also interesting to note that 30% of those in the Library User Spotcheck read mysteries while only 17% of the Random Sample Book Readers do; one might ask whether the library collection attracts readers to this type of material. Most relevant to this may be the fact that 58% of Random Sample Book Readers indicate interest in types of books not reflected in the somewhat stereotyped categories of reading presented them, while only 27% in the Library User Spotcheck indicate preferences outside the somewhat traditional library categories. Here may lie the greatest challenge to reassessment of the library's collection as it can be made to serve the residents of Wisconsin Veterans Home.

In terms of format, preferences for paperback books are 2 to 1 ahead of preferences for hard cover trade books or large print oversize books. The interest in recordings and Talking Books is low and would have to be developed.

Responses to suggestions on types of library programs designed to activate the use of the library's collection are extremely helpful. It seems safe to assume that the forty residents of the sixty randomly selected for interview might represent two-thirds of the 574 residents living in cottages and residence halls, so that the potential users for some of these programs can reasonably be calculated as guidelines to program development.

Types of Library Programs Wanted	Random Sample #	Random Sample %	Total Residents (Est.) #
Films	8	20%	73
Talks about books	6	15%	55
Sing-alongs	5	13%	47
Book discussion	4	10%	36
Other	2	5%	18
None wanted	14	35%	127
Would make no use of programs	14	35%	127
	n=40		n=574

The activation of the use of libraries has always been most successful when small groups of common interest or background are appealed to. The large percentage of residents of farm or rural background, the great numbers with managerial or professional experience, the twenty percent who were homemakers suggest certain particular appeals to be used. With 55% of the residents between 75 and 84 years of age, and 28% over 85, both subject matter and formats for activating use of library resources will be varied. Once such a program of small group use of library resources was begun, the potential number of residents ready to be involved might well increase above the conservative estimates given above.

The Random Sample respondents were asked about their needs for information or knowledge; twenty percent (20%) responded by identifying the nature of the need. Typical were the need for information to aid in voting, atlas and dictionary questions, making a will, science information, questions about the Home, coin and money collecting. While we might have expected the information needs of elderly people living in a strong support environment to be low, the fact that only 20% responded may have been due to the fact that this question came at the end of a long (fifteen minute) interview. It was agreed among the surveyors that a second inquiry specifically in this area might well repay, to provide a broader basis of guidance for the development of the WVH Library collection and information services.

In planning for the future it is important to recognize that the median "highest grade of education," now at 8th grade, will sharply rise in the next ten to fifteen years, and that reading interests will change as each new cohort applies for membership at the Wisconsin Veterans Home.

WVH Library as a Community Library

Because a survey of the residents of King, Wisconsin, lay beyond the scope of this study, questions on the feasibility of establishing the WVH Library as a community library were confined to the staff of the WVH. Pre-test attempts to secure a point of view from residents had led the study group to drop this as a question to residents, but it might be that more flexible approach to wording could indeed demonstrate a readiness of residents to state a point of view on sharing their library resource with the community.

Staff, many of whom live in King, ranged in their judgment of the number of residents who would use the WVH Library, if it became a formally designated community library, from "less than 50" (8 respondents) to "over 500" (2 respondents) with a median estimate of between 100 and 200 people. Most staff (71%) were not ready to guess how many would use the library.

More staff (86%) were ready, however, to respond to the question whether it would be a good idea to have the WVH Library serve the total community. Eighty-one percent (81%) of those answering this question thought it was a good idea; 19% thought it was not a good idea. The written comments

made clear that those who supported the idea did so because (1) it was good for the residents to mix with the full community, (2) that it was good public relations for the WVH with the community, and (3) it would enable the WVH Library to qualify for more state public library funds and for participation in the benefits of the local public library system. Those who opposed the idea cited such concerns as (1) donations made to the WVH Library have been intended for the members of the Home, not for residents of King; (2) members would feel cheated of the librarian's time and materials; (3) books might be lost; (4) a public library in town would be a better location for King residents.

A number of staff weighed and balanced arguments such as not letting the library resources go unused, but there would be need to control strangers on the grounds; useful but only if the library's collection is up-to-date, hours are extended, and a full-time librarian were available. Some saw the need to extend the collection to serve children, school students and housewives, which might not be in harmony with the present purposes of the Library.

It seems clear that more fact-finding and analysis would be needed before a reasonable decision could be reached, but that a good beginning on the understanding of issues had been made.

Summary:

Some highly useful information on the reading interests of residents of the Wisconsin Veterans Home has been gathered that will assist in the planning of a more active library program, a wish supported by the present librarian and the WVH administration. The present excellent facilities, as well as the interests of a signifcant proportion of residents and staff, invite this expansion.

There is indication of a need for follow-up inquiry on the information needs of residents, and relating of the findings to assessment of the Library's collection. Similar collection evaluation would seem desirable in terms of subjects, types of books, and formats for which residents and staff have expressed a preference. Following any needed rebuilding of the collection, the development of a program to stimulate use of the library would be a next step.

For the long-term evolution of the library, further exploration of facts and issues related to expansion of the WVH Library as a community library for King, Wisconsin, should be undertaken. Assessment of its impact on residents of WVH, on residents of King, and on administration and costs to the Library will be needed.

—— Margaret E. Monroe

ASSESSMENT OF INFORMATION AND LIBRARY SERVICE NEEDS

WISCONSIN VETERANS' HOME
KING, WISCONSIN

Fall 1978

Ann Barnett
Michael DuCharme
Marianne Esser
Lloyd Lorenz
Kathryn Sander
James Wroblewski

INTRODUCTION

A community analysis project was conducted at the Wisconsin Veterans' Home (WVH) in King, Wisconsin in the fall of 1978, by a study group of six students from the University of Wisconsin-Madison, Library School. These students were enrolled in the course, "Reading Interests of Adults." The purpose of this three part project was to assess the information needs of the WVH residents. This involved three separate survey instruments: a staff survey distributed to WVH personal, a user survey voluntarily filled out by WVH library patrons, and an oral interview survey administered to a randomly selected group of residents. The following paper represents the findings from the oral survey. References will be made to the findings from the staff and library user surveys, and the data representing the complete findings may be found in the appendices.

Preliminary investigation for the WVH study was conducted by Dr. Margaret E. Monroe, Professor, University of Wisconsin-Madison, Library School and Ms. Judi Ross, Public Library Consultant, Wisconsin Division of Library Services during the spring and summer of 1978. It was at this time deemed beneficial that a community analysis survey should be conducted to determine the information and library service needs of the residents and staff at WVH. From this early investigation it was hoped tha WVH library would take an integated approach to library service for its aging population. Ms Ross, concluded

that due to the budgetary and staff situation, perhaps Dr. Monroe's students enrolled in the aging institutes of the Library School would take on the WVH library as a special project to ensure quality, appropriateness, and continuity of library service.

On October 13, 1978, in preparation for the project, a group consisting of Margaret Monroe, Judi Ross and two Library School students, Kathryn Sander and Marianne Esser spoke with Mr. Arlin Barden, Commandant, Mr. Bill Howard, Activities Director, and Mrs. Antia Romon, Librarian and a small group of WVH residents in order to gain some further direction prior to conducting the survey. This group defined the goals and objectives that the project should accomplish in offering statistical analysis of the residents' media usage and information and library service needs.

The goals of the project were defined as:

1) To study the needs of the library user,

2) To activate the library,

3) To establish the WVH library as a community library for King, Wisconsin.

This third goal would be a long range project undertaken after the first two were accomplished. Therefore, the survey instruments were designed with only the first two goals in mind. At the same time the survey instruments would clearly define the needs of the residents regarding the library and offer some solutions. Possible needs suggested by various people were:

1) To hire a full-time professional librarian,

2) To weed and refurbish the library collection,

3) To offer all residents full access to library service, whether such service would be in-house (within the confines of the library) or extension (provision of services in other buildings),

4) To increase the library's budgetary allotment.

The data findings from each survey instrument have been tabulated and analyzed separately. Ideally, information from all three surveys should have been correlated. However, due to time constraints the study group was unable to do so. The following portions of this paper will contain the findings and conclusions derived from the oral survey instrument.

DEMOGRAPHIC DATA

A total of 60 people were selected from a population of approximately 750 residents by means of a table of random numbers. The members of the study group were given an opportunity to administer an oral survey instument to this random sample. The selected residents had the option to refuse to answer the questions. Forty member of the original sample of 60 were available and agreed to answer the questions.

The demographic data obtained was broken down into categories by sex, age, education and occupation.

Sex

Men	55%	(22)
Women	45	(18)

Age

54	2.5%	(1)
55-64	7.5	(3)
65-74	7.5	(3)
75-84	55.0	(22)
over 85	27.5	(11)

Education

1-6 grades	7.5%	(3)
7-9 grades	5.5	(2)
10-12 grades	17.5	(7)
technical school	12.5	(5)
college	7.5	(3)
completed college	0.0	(0)

Occupation

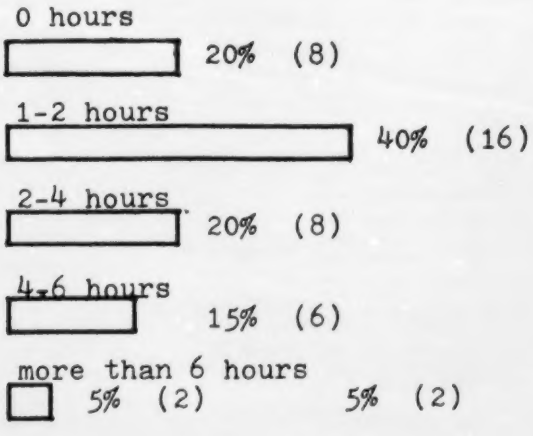
unskilled	10.0%	(4)
skilled	20.0	(8)
clerical & service	15.0	(6)
managerial & professional	35.0	(14)
homemaker	20.0	(8)

PRELIMINARY SUMMARY OF DATA

General Media Use

1a. Television

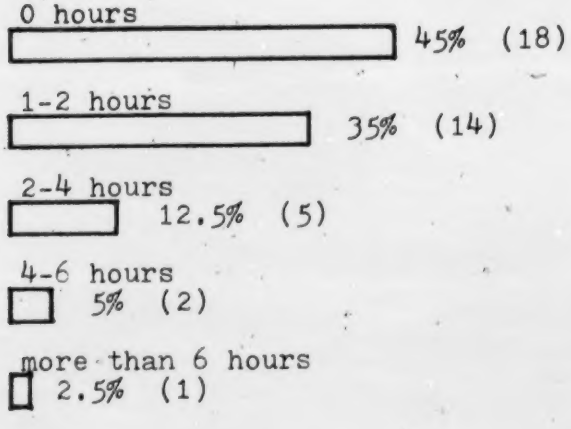
Frequency of use



Average television viewing time per person is 2.1 hours per day.

1b. Radio

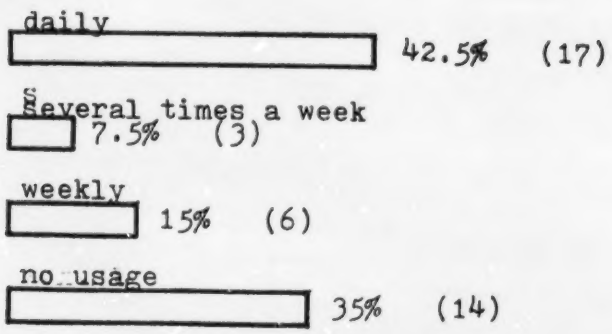
Frequency of use



Average radio listening time per person is 1.15 hours per day.

2. Newspapers

Frequency of use

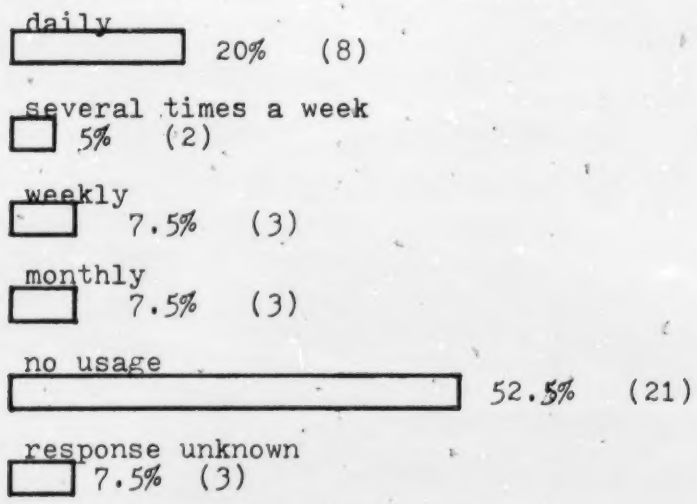


Percentage of respondents who read newspapers - 65
Percentage of respondents who do not read newspapers - 35

No respondants read newspapers on a monthly basis.

3. Magazines

Frequency of use



Percentage of respondents who read magazines - 40.0
Percentage of respondents who do not read magazines - 52.5
Percentage of respondents who did not respond 7.5

The residents who replied that they had read magazines were also asked what magazines they preferred most. Some of the more popular titles were National Geographic Magazine, The Reader's Digest Magazine, and Redbook Magazine. The categories of magazines that people seemed to prefer reading included: news, religious, women's, outdoor, sports and nature. (see appendix A for complete list)

Reading

4. Book Use

Percentage of respondents who read books - 40
Percentage of respondents who do not read books - 60

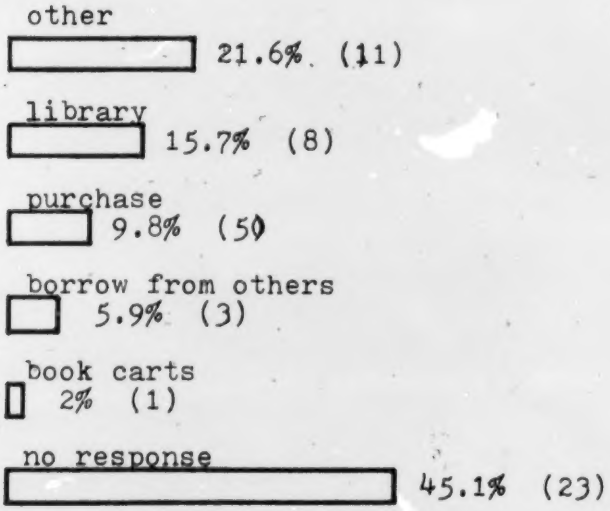
Of the fourteen people who replied yes - 8 have read 1-2 books; 3 have read 3-6 books; 2 have read 20 books, and 1 person has read 50 books in the last month or so.

5. Reading Difficulties

The respondents were also asked what made reading difficult for them. Fourteen people responded to the question, and most of their replies were vision related. Some of their responses were: "poor eyesight," "need glasses changed," "tires out," and "hard to hold books." (see appendix B for complete list)

6. Book Sources

The 16 people who responded "yes" to the question that they were reading books also stated where they got the books that they received.



The majority of the respondents gave other sources for their books than the places listed. 8 of the people got their books elsewhere in the Home: lobby, aides, craft room, solarium and every floor of Marden Center. 2 received their books through the mail either from the Milwaukee Regional Library for the Blind and Physically Handicapped, or from Billy Graham. (see appendix C for complete list)

Library Use

7. Library Use

Percentage of respondents who use the library - 27.5
Percentage of respondents who do not use the library - 55.0
Percentage of respondents who did not respond - 17.5

8. Frequency of use within the last 3 months

Percentage of respondents who used the library once a month - 22.5
Percentage of respondents who did not use the library - 10.0
Percentage of respondents who did not respond - 67.5

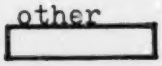
9. Increased Use

Percentage of respondents who would either like to use it, or use it more - 25.0
Percentage of respondents who do not wish to use it, or use it more - 62.5
Percentage of respondents who did not respond - 12.5

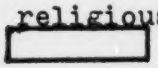
10. Accessibility

The respondents were also asked if anything would make it easier for them to use the library. The reasons that were given relate to either personal physical inabilities, or the fact that the physical facilities make it difficult to use the library in Marden Center. Some of the replies were: "some way of getting there in bad weather," "need someone to take her," and "in a wheelchair." (see appendix D for complete list)

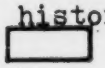
11. Types of Books Preferred



17.3% (14)



16% (13)



9.9% (8)

8.6% (7)

7.4% (6)

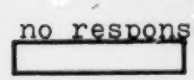
6.2% (5)

6.2% (5)

4.9% (4)

2.5% (2)

1.2% (1)

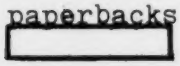


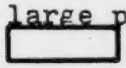
19.8% (16)

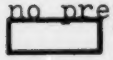
Since it was not feasible to list all the types of books published, it is not surprising that "other" received the largest percentage of responses. Of these "other" types of books preferred by the WVH residents, the most frequently mentioned were historical novels, detective stories and travel and geography. (see appendix E for complete list)

Examination of the nine given types of books seems to reveal a clear preference by WVH residents for non-fiction material. The fiction material (westerns, science fiction, mysterious, romance novels) received a combined 20.9% (17) of the responses, while the non-fiction material (sports, history, biography, crafts, religious and spiritual) received a combined 41% (34) of the responses. The "other" was evenly divided between the two classes.

12. Format Preferred

paperbacks
 19.1% (9)

large print - small books
 12.8% (6)

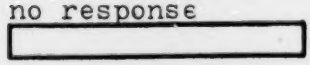
no preference
 10.6% (5)

hard cover regular books
8.5% (4)

large print - large books
8.5% (4)

talking books
4.3% (2)

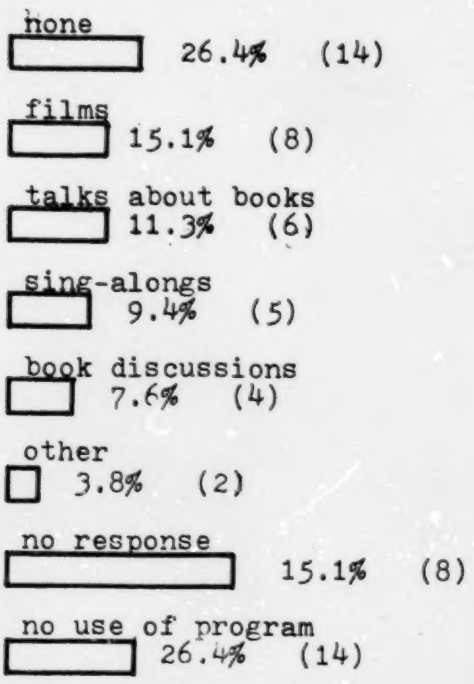
records
2.1% (1)

no response
 34% (16)

WVH residents seem to prefer to use material in easy-to-handle and easy-to-read formats. Paperback books received the largest number of responses, followed by large print - small books. A significant portion of the responses; just over one-fifth (21.3% - 10), showed that the residents preferred large print books of any size over the other formats mentioned.

Programming

13. Types of library programs respondents would like to see the library sponsor



Responses as to types of library-sponsored programs preferred were fairly evenly distributed among all the choices. More significant may be the fact that a quarter of the responses indicate that there were no types of library programs the respondents would like to see the library sponsor.

14. Participation in library programs

Percentage of respondents who would participate in library programs - 37.5
Percentage of respondents who would not participate in library programs - 55.0
Percentage of respondents who did not respond - 7.5

15. Respondents opinion as to whether others would participate in library programs

Percentage of respondents who felt others would participate in the programs	- 50.0
Percentage of respondents who felt that others would not participate in the programs	- 5.0
Percentage of respondents who did not know if others would participate in the programs	- 37.5
Percentage of respondents who did not respond	- 7.5

Needs For Information

16. Respondents need for information or knowledge

Percentage of respondents who felt that some kind of information or knowledge would have been useful to them lately	- 25
Percentage of respondents who did not feel that some kind of information or knowledge would have been useful to them lately	- 70
Percentage of respondents who did not respond	- 5

17. Topics of information or knowledge needed

Of the respondents who replied "yes" to question 16, 4 showed a need for information that was life-task oriented. These needs dealt with information related to the home, how to make out a will, veteran's benefits, and nursing home standards. The oral survey instrument was administered three days after the Wisconsin general election, and 2 respondents professed a need for election information. (see appendix F for a complete list)

18. Use of information or knowledge

Five respondents (15%) needed information or knowledge for a personal reason, while 3 respondents (5%) had a need for general knowledge, and 32 people (80%) did not respond to the question.

RECOMMENDATIONS

Staffing

The study group recommedns that the WVH library hire a full-time professional librarian to stimulate the use of programs and materials. Although Mrs. Romon has done an exceptional job with the amount of time at her disposal, the study group feels the residents have not received the full benefit of all of the library facilities and its corresponding programs.

To aide the librarian in providing adequate programming and materials a volunteer group of local and WVH residents could be organized to help carry out in-house or extension programming. In conjunction with the librarian, volunteers could organize book talks, discussions and other extension activities. Volunteers could also aid the librarian in providing a revolving circulation of materials on book carts. These carts would be placed in the various buildings and the material rotated on a regular basis.

Improved library service could be obtained by instigating intertype cooperation activities with the Outagamie-Waupaca Library System (OWLS). The services available from this public library system would include accessibility to a larger collection, fuller reference service and professional consultation.

The study group feels OWLS would benefit from this preliminary service to an institutional library. As stated earlier, one of the long range goals is to establish the WVH library as

a community library. Serving as a public library for area residents, local tax dollars would be included in the WVH library budget. Thus, making the WVH library eligible for system membership.

Materials

The library should have a written selection policy that would coordinate donated material, the permanent collection, and give guidelines for integrating new material. A selection policy can help the librarian make judgements regarding the materials needed for the library, as well as provide for a more unified collection. When developing a selection policy, the staff should take into consideration the findings of the oral survey instrument and the library user survey from questions asked the residents on the types and formats of materials preferred.

Both surveys revealed that most residents and staff prefer large print books, paperbacks and hardcover books in that order. The respondents were interested in reading religious and spiritual materials, histories, romances and biographies. The study group recommends that funds be obtained to enhance the present collection, taking into consideration the above mentioned preferences of the respondents. The residents would also benefit from a select collection of magazines, and local, hometown newspapers.

Since 14 respondents gave vision-related reasons as deterrents to reading and the use of the library, the study group recommends the provision of mechical devices to aid in reading.

Examples of these would be magnifying glasses and page turners. The librarian, through coordinating services from the Milwaukee Regional Library for the Blind and Physically Handicapped, could obtain talking book materials for WVH residents in such a way as to provide materials for each building.

Programs and Services

. Many residents mentioned that several of the activities listed on the survey are already being made available to them. These activities include films, sing-alongs and games (bingo). Thus it will be important for the librarian to make sure that any programs that are planned are also coordinated with the programming done by the activities staff.

From the oral interview survey and the library user survey the respondents indicated that they preferred films. As previously noted, films are already being shown at the WVH , yet it may be feasible for the librarian to plan some related activities. For instance, having a display of books related to the current film set up in the library or some other prominent place in the buildings. The librarian might also organize a book/film discussion since interest was shown by both the staff and residents for this type of programming. These activities should make the residents and staff aware of the resources of the WVH library and entice them to visit it.

The responses on all three survey instruments show an interest in new types of programming. Overall, the most preferred type of new program was book talks. These talks could be given

by the librarian or volunteers, both in the library and on individual floors in the residential halls. The staff indicated that they would be most interested in demonstrations and workshops on how-to skills and crafts. 55% (65) of the staff who responded indicated that they would be willing to participate in library programs with the residents.

Fifteen percent (6) of the residents responding to the oral survey indicated problems in physically getting to the library. This illustrates that a special effort should be made by the WVH library to provide extension services. For example, the librarian could institute a program of volunteers to bring books and materials to individual rooms.

A full quarter of the responses to the question regarding preferred programming on the oral survey instrument (Question 13) indicated no interest in any type of library-sponsored programs. Rather than illustrate apathy on the part of the WVH residents this may point to a need for the library to perform more public relations to show the residents just what the library can do for them. A public relations effort could be underaken to gain the interest and support of the residents for the library which could result in greater participation in library planning and programs.

The "no" responses on question 13 may also relate to the fact that some of the residents prefer individual activities to participating in a group. This could indicate a need for the library to also reach the residents on an individual basis.

Budgeting

Funding has been a rather difficult problem for the library. It seems that with new programs and services recommended that it is necessary to look for additional funding. First of all, the librarian should try and obtain an increased budget allotment from the WVH.

If this will not be feasible, outside sources should be considered. There are many private and public organizations and agencies which could be applied to for funding. For instance, the Veteran's of Foreign Wars and the Disabled American Veteran's organizations may be willing to fund some new programs or purchase new equipment for the library. It is also good to apply for funding to the pertinent government agencies, both federal and state, which would have funding available. If the library would become involved with the Outagamie-Waupaca Library System, some funding may be available.

Increased funding will be necessary to cover the cost of some of the recommendations previously mentioned. By careful checking, there should be some grant money available to fund the new programs and help purchase materials. It will take some effort to search out the sources, but the end result will be worth it - more money to provide better service to the residents.

CONCLUSION

This paper has presented the findings and recommendations of the study group regarding the improvements of information and library services to the residents and staff of the WVH. It is now the prerogative of the WVH administration to utilize this information as they see fit, in accordance with the overall objectives of the institution. The study group would caution that there is a good deal of information gathered by the three survey instruments that is outside the scope of this preliminary analysis. Specifically, this refers to the data presented in the cross-tabulation tables.

The study group would like to thank Ms. Ross, Dr. Monroe, and the residents and staff of the WVH who participated in this project. Special thanks is extended to Mrs. Romon, Mr. Howard and Commandant Barden.

APPENDICES

APPENDIX A

List of magazine titles prefered by respondents

American Association of Retired People (AARP)
Arizonia Highways
Art of Living
Better Homes and Gardens
Cosmopolitan
Decision
Family Circle
Good Housekeeping
Good Old Days
Guidepost
Ladies' Home Journal
Lutheran Magazine
McCalls
National Geographic
Readers' Digest
Redbook
Saturday Evening Post
The Smithsonian
The Torch (army magazine)
U.S. News and World Report
Wisconsin Alumnus
Wisconsin Sportsman
Wisconsin Trails
Women's Day
Yankee

General topics of magazine interest include:
crafts
nature
sports
outdoors

APPENDIX B

Verbatim answers to question five - Reading Difficulties

Lost part of vision in eye
If print is too small, cannot read too long
Must be careful of eyes
Eyesight
Need glasses changed
Cataracts
Sex in books
Eyesight problem
Blind in one eye
Poor eyesight
A little eye trouble - uses magnifying glass sometimes
Hard to hold books - arthritis
Tires out
Eyes and general health

APPENDIX C

Verbatim answers to question six - Book Sources

Lobby
Basement
Aides
Crafts Room
Gifts
Downstairs
Neighbor
Milwaukee Regional Library for the Blind and Physically Handicapped
Through the mail - Billy Graham
Sister
Family
Friends
Solariums
Every floor of the Marden Center

APPENDIX D

Verbatim answers to question ten - Accessibility

Some way of getting there if the weather is nice
If had 2 good eyes instead of one good eye
Get rid of cold
Be able to read (eyesight)
Need someone to take me
Need good eyesight
Would like booktruck to come around
Don't know where it is
Can't get around
Would like to go there, but never have been there

APPENDIX E

Verbatim answers to question 11 - Types of Books Preferred

Detective - Perry Mason
Adventure
Family life - old fashion
True detective
Travel
Historical novels
Geography
Nurse stories
Doctor books
Autobiography
Local history - Wisconsin
Novel types
Animals
Life of movie stars
Mechanics
Grace Livingston Hill
Used to read everything

APPENDIX F

Verbatim answers to question 47 - Topics of Information or Knowledge Needed

Voting

Anything don't know about - unsure, related to Home

Use Library to look up places on the map

New words

Election news

Making out a will

I'd like to see the Library put a dictionary on every floor.

Anything that helps the old fellows from World War I get more than the $60 they got when they were discharged.

Science information

Coin and money books

Standards like we have here, at the Home, in a booklet.

APPENDIX G

LIBRARY STUDY
SUMMARY OF FINDINGS

The survey instrument contains the frequency count for the questions asked. Comparisons were made between the answers to questions 1-4, 11, 13, and 16 with the age, education, and occupation of the person. These charts follow the survey instrument.

WISCONSIN VETERANS HOME

Library Study Nov. 1978

Hello: My name is _____. I'm a student in the Library School at the University of Wisconsin. Our class is talking with people who live here in order to find out needs for information and library service. I'd like to ask you a few questions about your use of television, books and magazines. This should only take about 10 minutes. All your answers will be kept confidential. Will you help us? ____Yes ____ No

1. How many hours a day do you

   a. watch TV? 8 0 hrs 16 1-2 hrs 8 2-4 hrs 6 4-6 hrs 2 more than 6 hrs

   b. listen to the radio? 18 0 hrs 14 1-2 hrs 5 2-4 hrs 2 4-6 hrs 1 more than 6

2. Do you read the newspaper? 26 Yes 14 No

   a. How often do you read the newspaper?
   17 daily 3 several times a week 6 weekly 0 monthly

3. Do you read magazines? 16 Yes 21 No 3 Response unknown

   a. How often do you read magazines?
   8 daily 2 several times a week 3 weekly 3 monthly

   b. Which ones do you like best? (VERBATIM) see Appendix A for complete list

4. Have you been reading books? 16 Yes 24 No [IF NO, GO TO #5, THEN #7] IF YES,

   a. How many books have you read in the last month or so? 8 - 1-2 books; 3 - 3-6 books; 2 - 20 books; 1 - 50 books

5. Are there things that make reading difficult? For example: Do you need new glasses?

   (VERBATIM) see Appendix B for complete list

6. Where do you get the books you read? 8 library [IF NO, GO TO #7; IF YES, GO TO #8]

   5 purchase them

   3 borrow them from others

   1 book carts

   11 other: _____

   23 no response

7. Do you use the library? 11 Yes 22 No [IF NO GO TO #9] 7 no resonose

8. How often have you used the library in the last 3 months?

9 once a month 0 once a week 0 more than once a week 0 almost daily
27 no response 4 no use

9. Would you like to use it [more]? 10 Yes 25 No 5 No response

10. Would anything make it easier for you to use the library? (VERBATIM)

see Appendix D for complete list

11. What type of books would you like to read?

5 westerns
1 science fiction
4 mysteries
7 romance novels
2 sports
8 history
6 biography
5 crafts
13 religious and spiritual
16 other: (VERBATIM) see Appendix E for complete list

12. Which would you like to use?

4 hard cover -- regular books
9 paperbacks
4 large print -- large books
6 large print -- small books
2 talking books
1 records
5 no preference
16 no response

13. What types of programs would you like to see the library sponsor?

(volunteered)		(suggested)
1	sing-alongs	4
4	films	4
0	book discussions	4
0	talks about books	6
2	games	4
2	other:	
8	no response	
14	no use of program	

14. Would you take part in programs and activities if the library scheduled them?

15 Yes 22 No 3 No response

15. Do you think others would? 20 Yes 2 No 3 No response
15 Do not know if others would particiapte

16. Was there anything you needed to know lately for which some kind of information or knowledge would have been useful? 10 Yes 28 No 2 No response

17. Would you mind telling me what it was? (VERBATIM) see Appendix F for complete list

18. Would this information have been useful to you personally or would it have been just for your general knowledge?

6 Personal use; 2 General knowledge 32 No response

Demographic Data

1. Sex 22 M 18 F

2. Ambulatory _____

3. Would you point to the age category that you best fit into?

1 54 3 55-64 3 65-74 22 75-84 11 over 85

4. What kind of job did you have before you stopped working?

*see below

5. Would you mind telling me what your last grade in school was? **see below

This information will be summarized and your name will not be attached to it. It will be very valuable for use in improving library services.

* 4. Occupation

unskilled	4
skilled	8
clerical & service	6
managerial & professional	14
homemaker	8

** 5. Education

1-6 grades	3
7-9 grades	2
10-12 grades	7
technical school	5
college	3
completed college	0

APPENDIX H

LIBRARY USER SURVEY
SUMMARY OF FINDINGS

The library user survey was compiled by members of Dr. Margaret Monroe's class. Copies of the survey were sent up to the WVH on November 3, 1978. The surveys were then placed in the library for five days, November 5 - 10, and were to be filled out be residents using the library. Thirty people answered the questionnaire.

The survey instrument contains the frequency count for the questions asked. Comparisons were made between the answers to questions two and three with the frequency of library use by the person. These charts follow the survey instrument.

Wisconsin Veterans Home --- King, Wisconsin

Library User Survey

November 1978

Please take a few minutes to fill out this questionnaire about how you use the library. This information will help the librarian serve you better. All you answers will be kept confidential.

1. How often have you used the library in the last 3 months?

4	once a month	7	once a week
5	more than once a week	12	daily
2	no response		

2. What do you do at the library?

5	read books	2	put puzzles together
10	read magazines	14	borrow books
16	read newspapers	3	borrow magazines
1	listen to records	9	visit with others
Other: play piano - 1 borrow puzzles - 1 work - 1		6	other
1	no response		

3. What type of books do you like to read?

5	westerns	9	history
1	science fiction	7	biography
9	mysteries	8	crafts
12	romance novels	6	religious and spiritual
5	no response	8	other: poetry - 1; fiction - 2; animals - 2; local history - 1; how-to-do-it - 1

4. Which of the following do you prefer?

8	hard cover - regular book
9	paperback
7	large print -- large book
7	large print -- small book
0	talking books
1	records
4	no preference
4	no response

5. What types of programs would you like to see the library sponsor?

2	sing alongs	0	book discussion
4	films	5	talks about books
2	speakers	0	other: _____
1	no preference		_____
17	no response		_____

Comments:

Wisconsin Veterans Home Library Users
November 1978

TYPE OF BOOKS ENJOYED
by Frequency of Library Use (n=40)

Frequency of Library Use	westerns	sci. fict.	myster.	romance	history	biography	crafts	religious & spir.	other	no response	TOTAL
Once a month	2		3	2	1		2		3		13
More than once a wk.	1			3		2	2	1	1	1	11
Daily	1		1	2	6	3	3	4	3	3	26
Once a week	1		4	4	1	2	1		1		14
No Response		1	1	1	1			1		1	6
TOTAL	5	1	9	12	9	7	8	6	8	5	70

Wisconsin Veterans Home Library Users
November 1978

TYPE OF USE OF VETERANS HOME LIBRARY
by Frequency of Library Use

Frequency of Use	read books	read mag.	read newsp.	listen to records	puzzles	borrow books	borrow mag.	visit	other	no response	TOTAL
Once a month				1		3					4
Once a week	2	4	3			6	2	3	1		21
More than once a wk.	2	3	3			3		1	1		13
Daily	1	3	10		2	1	1	5	4		27
No Response						1				1	2
TOTAL	5	10	16	1	2	14	3	9	6	1	67

APPENDIX I

STAFF SURVEY ON MEDIA AND LIBRARY USAGE
SUMMARY OF FINDINGS

The staff survey was compiled by members of Dr. Margaret Monroe's class. Copies of it were sent to the WVH on November 3, 1978, and were placed in all of the staff mail boxes. There are 550 employees of the WVH, and 133 persons replied to the questionnaire.

The survey instrument contains the frequency counts for the questions asked. Comparisons were made between the answers to questions 6, 8, and 9 with the occupation of the respondents in the WVH. These charts follow the survey instrument.

Wisconsin Veterans Home King, Wisconsin

STAFF SURVEY ON MEDIA AND LIBRARY USAGE
November, 1978

N=133

1. Please check your occupation on the Veterans Home Staff:

16	Administration	7	Food Service
31	Medical	2	Therapy
31	Aide	46	Other (specify) Housekeeping-14; BMH2-7; LPN-6; Chaplains-3; Library-3

2. Please indicate how many hours you use the following media in an average week.

TV _____ Hours Magazines _____ Hrs.

Radio _____ Hrs. Newspapers _____ Hrs.

Books _____ Hrs.

3. What magazines do you read regularly? Please list.

_____

4. Could you mention a couple of good books you've enjoyed reading recently? _____

_____

5. Where do you get most of your printed material?
(please rank by source 1-6; 1 being the highest)

1st Source	2nd Source	Total		Total		1st Source	2nd Source
14	22	76	Friends	63	Public Library	5	14
6	37	72	Relative	51	Veterans Home Library	4	7
81	19	119	Purchase	30	Other (please name)	5	3

6. Have you used the Veterans Home Library in the last six months?

25 yes; 108 no

7. What type (subject) of reading or listening material would you like to find at the Veterans Home Library?

_____; _____; _____; _____; _____

8. What type of programming would you like to see the library provide?

27 Booktalks

30 Book/Film Discussion

30 Workshops

77 Demonstrations (craft, skills, etc.)

9 Other (specify) Field trips, book cart, Travel films, travelogues.

9. Would you participate in Veterans Home Library programming with the residents?

65 yes; 53 no

10a. Estimate the percentage of residents with whom you have contact who read regularly.

____ 100%

3 75%

21 50%

49 25%

32 24% or less
15%-24% - 4; 5%-14% - 20;
less than 5% - 8

10b. What do you think discourages some residents from reading and what encourages others? Please comment.

11. Do you think special aids to reading (magnifers, pageturners, etc.), if available, would encourage more reading? ____ yes; ____ no

12. Could you identify general areas of interest to the residents you contact? (from their conversation, activities, television viewing, reading material, etc.) _____; _____; _____; _____; _____; _____; _____

13a. For how many residents of King who neither live nor work in the Home do you think the Veterans Home library would usefully serve as a community library? _____ (number)

13b. Would it be a good idea to have the library here serve the total community? 92 yes; 22 no
Please comment on this:

Wisconsin Veterans Home Staff Survey

STAFF SURVEY Nov. 1978

Q2. USE OF MEDIA (hrs. per week)

	0	1-2	3-4	5-6	7-8	9-10	11-15	16+
TV	17	8	8	8	13	16	24	39
Radio	27	16	17	10	8	18	8	29
Books	59	29	12	11	6	7	2	7
Magazines	28	55	18	12	14	8	2	1
Newspapers	24	49	19	17	17	4	3	1

SOURCES OF PRINTED MATERIALS

Q5.

	Rank	Weight	#Persons
Purchase	1	7.6	119
Friends	2	3.8	76
Relatives	3	3.7	72
Public Library	4	2.6	63
Veterans Home Library	5	1.6	51
Other	6	1	30

Wisconsin Veterans Home

STAFF SURVEY Nov. 1978

Q6. USE OF VETERANS HOME LIBRARY in Last 6 Months

	ADMIN.	MEDICAL	AIDE	FOOD	THERAPY	OTHER	TOTAL
Yes	9	3	1	0	2	10	25
No	7	28	30	7	0	36	108
TOTAL	16	31	31	7	2	46	133

Wisconsin Veterans Home

STAFF SURVEY Nov. 1978

Q8. TYPE OF PROGRAMMING WANTED

	ADMIN	MED	AIDE	FOOD	THERAPY	OTHER	TOTAL
Book talks	5	4	5		1	12	27
Bk-Film Disc.	4	7	6	1	1	11	30
Workshops	2	9	6		1	12	30
Demonstrations	6	16	23	4	1	27	77
Other (LIST): Travelogues Travel films Medical topics Field trips to other libraries Book cart to wards & cottages Visitors Tours to places of interest Current non-fiction	3	2				4	9

Wisconsin Veterans Home

STAFF SURVEY Nov. 1978

Readiness of Staff to Participate in Veterans Home Library Programs with Residents
N=118

Q9.

	ADMIN	MED	AIDE	FOOD	THERAPY	OTHER	TOTAL
Yes	8	16	13	1	2	25	65
No	7	9	18	3		16	53
TOTAL	15	25	31	4	2	41	118

Need for Information by Age, Education & Occupation (n=40)

	yes	no	no response	Total
Age				
54		1		1
55-64	1	2		3
65-74	2	1		3
75-84	5	15	2	22
over 85	2	9		11
Total	10	28	2	40
Education (grade)				
1-6	1	1	1	3
7-9	5	16	1	22
10-12	2	5		7
Tech School	1	4		5
College	1	2		3
Comp. College				0
Total	10	28	2	40
Occupation				
unskilled	2	1	1	4
skilled	2	6		8
clerical & service		6		6
managerial & prof.	5	8	1	14
homemaker	1	7		8
Total	10	28	2	40

Programming Suggestions by Age, Education & Occupation (n=40)

	sing	films	discuss	booktalks	games	other	no/response	no	Total
Age									
54			1	1					2
55-64			1	1				2	4
65-74		1		1	1	1			4
75-84	4	4		1	3	1	5	10	28
over 85	1	3	2	2	2		3	2	15
Totals	5	8	4	6	6	2	8	14	53
Education (grade)									
1-6					1		1	1	3
7-9	1	5	2	2	4	2	6	7	29
10-12	1	1	2	2			1	2	9
Tech School	3	2		1	1			2	9
College				1				2	3
Comp. College									0
Totals	5	8	4	6	6	2	8	14	53
Occupation									
unskilled			1	1			3		5
skilled		2	1	1	2		1	3	10
clerical & service	2	1			1		1	3	8
managerial & prof.	2	4	1	4	2	1	2	5	21
homemaker	1	1	1		1	1	1	3	9
Totals	5	8	4	6	6	2	8	14	53

Type of Books Preferred by Age, Education, & Occupation (n=40)

	west	sci/fic	mys	romance	sports	hist	biog	craft	R&S	other	no/resp	Total
Age												
54			1				1			1		3
55-64	1				1	1		1		1	1	6
65-74				2		1	1		1	2		7
75-84	4	1	2	5	1	3	3	3	7	8	10	47
over 85			1			3	1	1	5	2	5	18
Total	5	1	4	7	2	8	6	5	13	14	16	81
Education (grade)												
1-6										1	2	3
7-9	2		1	2	2	6	1	2	8	5	10	39
10-12	1		1	1		1	1		1	2	4	12
Tech School	1	1	2	2		1	2	3	3	4		19
College	1			2			2		1	2		8
Comp College												0
Total	5	1	4	7	2	8	6	5	13	14	16	81
Occupation												
unskilled	1				1	1					3	6
skilled			1	1			1		1	1	6	11
clerical & service	1					1	2	2	2	2	2	12
managerial & prof.	3	1	3	5	1	3	3	2	8	5	3	37
homemaker				1		3		1	2	6	2	15
Total	5	1	4	7	2	8	6	5	13	14	16	81

Book Usage by Age, Education, & Occupation (n=40)

	yes	no	Total
Age			
54	1		1
55-64	1	2	3
65-74	3		3
75-84	8	14	22
over 85	3	8	11
Totals	16	24	40
Education (grade)			
1-6	1	2	3
7-9	8	14	22
10-12	1	6	7
Tech School	4	1	5
College	2	1	3
Comp. College			0
Totals	16	24	40
Occupation			
unskilled		4	4
skilled	2	6	8
clerical & service	3	3	6
managerial & prof.	6	8	14
homemaker	5	3	8
Totals	16	24	40

Magazine Usage by Age, Education & Occupation (n=40)

	daily	several/wkly	weekly	monthly	no	unknown	Total
Age							
54					1		1
55-64			1		2		3
65-74	3						3
75-84	4	2	2	2	10	2	22
over 85	1			1	8	1	11
Totals	8	2	3	3	21	3	40
Education (grade)							
1-6					2	1	3
7-9	4	2	2	2	11	1	22
10-12				1	5	1	7
Tech School	2		1		2		5
College	2				1		3
Comp. College							0
Totals	8	2	3	3	21	3	40
Occupation							
unskilled		1			3		4
skilled	2		1	1	4		8
clerical & service	1		1		3	1	6
managerial & prof.	3	1		1	8	1	14
homemaker	2		1	1	3	1	8
Totals	8	2	3	3	21	3	40

Newspaper Usage by Age, Education & Occupation (n=40)

	daily	several/wkly	weekly	monthly	no	Total
Age						
54					1	1
55-64	1		2			3
65-74	3					3
75-84	8	2	2		10	22
85 and over	5	1	2		3	11
Totals	17	3	6	0	14	40
Education (grade)						
1-6			1		2	3
7-9	11	2	3		6	22
10-12	2		1		4	7
Tech School	2	1	1		1	5
College	2				1	3
Comp. College						0
Totals	17	3	6	0	14	40
Occupation						
unskilled	3				1	4
skilled	2		2		4	8
clerical & service	2		2		2	6
managerial & prof.	6	2			6	14
homemaker	4	1	2		1	8
Totals	17	3	6	0	14	40

Frequency of Radio Use by Age, Education, & Occupation (n=40)

	0 Hrs.	1-2	2-4	4-6	6 and up	Total
Age						
54			1			1
55-64	1		1	1		3
65-74	1	1	1			3
75-84	9	9	2	1	1	22
over 85	7	4				11
Total	18	14	5	2	1	40
Education (grade)						
1-6	1	2				3
7-9	12	8	1		1	22
10-12	3		2	2		7
Tech School	1	3	1			5
College	1	1	1			3
Comp. College						0
Total	18	14	5	2	1	40
Occupation						
unskilled	3		1			4
skilled	2	4	1	1		8
clerical & service	2	2	1	1		6
managerial & prof.	7	5	2			14
homemaker	4	3			1	8
Total	18	14	5	2	1	40

Frequency of TV use by Age, Education, & Occupation (n=40)

	USE					
	0 Hrs.	1-2	2-4	4-6	6 and up	Total
Age						
54			1			1
55-64		2			1	3
65-74		2		1		3
75-84	5	8	4	4	1	22
over 85	3	4	3	1		11
Total	8	16	8	6	2	40
Education (grade)						
1-6		2	1			3
7-9	7	9	4	2		22
10-12		3	2	1	1	7
Tech School	1	2	1	1		5
College				2	1	3
Com. College						0
Total	8	16	8	6	2	40
Occupation						
unskilled	1	1	1	1		4
skilled	2	3	1	1	1	8
clerical & service	1	2	1	1	1	6
managerial & prof.	3	6	2	3		14
homemaker	1	4	3			8
Total	8	16	8	6	2	40